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launch strategies

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Industrial New Product Launch Strategies and Product Development Performance - group of 2 »

EJ Hultink, A Griffin, S Hart, HSJ Robben - Journal of Product Innovation Management, 1997 - ingentaconnect.com

... Industrial New Product **Launch Strategies** and Product Development Performance.

Authors: Hultink EJ; Griffin A.; Hart S.; Robben HSJ. ...

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Determinants of New Product Performance: A Review and Meta-Analysis - group of 2 »

MM Montoya-Weiss, R Calantone - Journal of Product Innovation Management, 1994 - Blackwell Synergy

... industrial product performance: the effects of market characteristics and **strategy**. ...

Impact of Market Orientation, Product Advantage, and **Launch** Proficiency on ...

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In search of generic launch strategies for new products

E Jan Hultink, A Griffin, HSJ Robben, S Hart - International Journal of Research in Marketing, 1998 - ingentaconnect.com

... In search of generic **launch strategies** for new products. Authors: Jan Hultink

E. 1 ; Griffin A.; Robben HSJ; Hart S. Source: International ...

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The impact of new product launch strategies on competitive reaction in industrial markets

M Debruyne, M Rudy, A Griffin, S Hart, EJ Hultink, ... - The Journal of Product Innovation Management, 2002 - ingentaconnect.com

... The impact of new product **launch strategies** on competitive reaction in industrial markets. Authors: Debruyne M. 1 ; Rudy M.; Griffin ...

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Drifter Launch Strategies Based on Lagrangian Templates - group of 3 »

AC Poje, M Toner, AD Kirwan Jr, C Jones - Journal of Physical Oceanography - ams.allenpress.com

... Drifter **Launch Strategies** Based on Lagrangian Templates. ... Here, we test our **launch strategies** with simulated data from a reduced gravity, double gyre flow. ...

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[CITATION] A decision support system for evaluating sales prospects and launch strategies for new products

JM Choffray, GL Lilien - Industrial Marketing Management, 1986

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Lean launch: managing product introduction risk through response-based logistics - group of 5 »

DJ Bowersox, TP Stank, PJ Daugherty - Journal of Product Innovation Management, 1999 - edmlab.ie.nthu.edu.tw



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launch practice

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[Identifying the key success factors in new product launch - group of 6 »](#)

C Di Benedetto - Journal of Product Innovation Management, 1999 - Blackwell Synergy
 ... We conclude with observations about current product **launch practice** and
 with recommendations to management. Logistics plays a key ...

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[Practice random acts of aggression and senseless acts of intimidation: The logic of status contests ... - group of 2 »](#)

JB Silk - Evolutionary Anthropology, 2002 - doi.wiley.com

... **Practice** Random Acts of Aggression and ... If ag- gressors signal their intention to at- tack, their victims will be able to es- cape, **launch** counterattacks, or ...

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[Delta-V Gravity-Assist Trajectory Design: Theory and Practice](#)

JA Sims - docs.lib.purdue.edu

Delta-V gravity-assist trajectory design: Theory and **practice** Jon Andrew Sims ... in interplanetary trajectories for the purpose of minimizing **launch** energy and ...

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[Short-range discarding-sabot training practice round and self-destruct subprojectile therefor - group of 3 »](#)

RF Campoli - US Patent 4,140,061, 1979 - Google Patents

... and adapted to belaunch from a gun barrel; a self-destruct fin-stabilized **practice** sub-projectile ... means for holding said segments together during **launch** and during ...

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[\[CITATION\] Launch of nursing Best Practice Guidelines: envisioned as next step to more effective patient care](#)

K Kearsey - Registered Nurse, 2001

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[The Entrepreneur and the Initiation of New Venture Launch Activities.](#)

L Herron, HJ Sapienza - Entrepreneurship: Theory and **Practice**, 1992 - questia.com

... Entrepreneur and the Initiation of New Venture **Launch** Activities. Journal article by Lanny Herron, Harry J. Sapienza; Entrepreneurship: Theory and **Practice**, Vol ...

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[Optimizing the Stage-Gate Process: What Best-practice Companies Do! - group of 4 »](#)

RG Cooper, SJ Edgett, EJ Kleinschmidt - Research-Technology Management, 2002 - ingentaconnect.com

... OVERVIEW: Now that most companies have implemented a systematic new product process

to drive projects from idea to **launch**, the best-**practice** companies are ...

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2	BRS	S3	91	(launch near3 product\$2) and ((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliver\$7 or measure\$7))
3	BRS	S5	16	(launch\$4 near3 (product\$2 or device\$2)) same ((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliver\$7 or measure\$7))
4	BRS	S7	2	((launch\$4 or intorduc\$4 or present\$4) near3 (new near3 (product\$2 or device\$2))) same ((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliver\$7 or measure\$7))
5	BRS	S1	7	(launch near3 product\$2) and (improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliverability or measureability)
6	BRS	S4	2	(launch near3 product\$2) same ((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliver\$7 or measure\$7))
7	BRS	S6	1	((launch\$4 or intorduc\$4 or propose) near3 (new near3 (product\$2 or device\$2))) same ((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliver\$7 or measure\$7))

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2	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:42		
3	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:45		
4	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:47		
5	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:56		
6	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:43		
7	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:47		

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8	BRS	S8	146	((launch\$4 or intorduc\$4 or present\$4) near3 ((product\$2 or device\$2))) same ((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliver\$7 or measure\$7))
9	BRS	S11	139	((launch\$4 near3 practice\$2) and improv\$4).bi.
10	BRS	S13	257	((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliverability or measureability)) and (new adj (product\$2 or service\$2 or device\$2))
11	BRS	S15	2	((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliverability or measureability)) and (launch\$4 near3 practice\$3)
12	BRS	S14	12	((improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliverability or measureability)) same (new adj (product\$2 or service\$2 or device\$2))
13	BRS	S12	12938	(improv\$4 or better\$2 or advanc\$4 or enhanc\$4) near3 (consistency or constancy or regularity or deliverability or measureability)
14	BRS	S9	316	(launch\$4 near3 practice\$2).bi.
15	BRS	S10	2	(launch\$4 near3 practice\$2).bi. and (improv\$4 near4 (consistency or measur\$7 or delver\$7))
16	BRS	S17	26	(strategic\$4 same launch) and (success\$4 same launch)

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10	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:57		
11	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/24 09:35		
12	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:58		
13	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:56		
14	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:50		
15	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/23 18:51		
16	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/24 09:36		

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17	BRS	S16	157	(strategic\$4 same launch)
18	BRS	S18	0	("2003/0105773").URPN.
19	BRS	S19	0	("2004/0002884").URPN.
20	BRS	S20	0	((share or sharing or shares) with (practice\$2)) and (launch near4 practice\$2)
21	BRS	S32	0	(launch adj (practice\$2 or procedure\$2 or strateg\$4 or plan\$2 or routine\$2)) and (new adj product\$2)
22	BRS	S23	34	((shar\$4 or provid\$4 or suppl\$4 or present\$4 or transmit\$4) with (launch near3 (practice\$2 or routine\$2 or procedure\$2)))
23	BRS	S26	0	("2004/0044550").URPN.
24	BRS	S22	164	((shar\$4 or provid\$4 or suppl\$4 or present\$4 or transmit\$4) with (practice\$2 or routine\$2 or procedure\$2)) and (launch near4 (routine\$2 or procedure\$2 or practice\$2))
25	BRS	S25	12	(launch adj (practice\$2 or routine\$2 or procedure\$2 or strateg\$4)) and ((shar\$4 or provid\$4 or transmit\$4) near4 (practice\$2 or routine\$2 or procedure\$2 or strateg\$4))
26	BRS	S27	0	("2003/0105773").URPN.
27	BRS	S30	13899	(launch adj (practice\$2 or procedure\$2 or strateg\$4 or plan\$2 or routine\$2)).bi. (new adj product\$2)
28	BRS	S33	8	(launch adj (practice\$2 or procedure\$2 or strateg\$4 or plan\$2 or routine\$2)) and (new adj product\$2)

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18	USPAT	2007/04/24 11:39		
19	USPAT	2007/04/24 11:40		
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22	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/25 12:49		
23	USPAT	2007/04/25 12:51		
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25	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/25 12:50		
26	USPAT	2007/04/25 12:54		
27	USPAT	2007/04/25 12:56		
28	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/25 14:31		

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29	USPAT	2007/04/25 12:56		
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31	USPAT	2007/04/25 12:55		
32	USPAT	2007/04/25 12:55		
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34	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/25 15:15		
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38	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/25 15:21		

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39	BRS	S39	32	((provid\$4 or shar\$4 or present\$4) with (marketing near2 (practice\$2 or strateg\$4 or procedure\$2 or plan\$2))) and ((facilitat\$4 or assist\$4 or help\$4) with (internet or online))
40	BRS	S35	1	(shar\$4 with online) same (marketing near2 (practice\$2 or strateg\$4 or procedure\$2 or plan\$2))
41	BRS	S43	2	"20030105773"
42	BRS	S42	13	(facilitat\$4 or help\$4 or assist\$4) same (marketing near3 (strateg\$4 or solution\$2 or procedure\$2 or plan\$2)) same (launch or (new adj (product\$2 or service\$2)))
43	BRS	S40	0	(website same (facilitat\$4 or help\$4 or assist\$4) same (marketing near3 (strateg\$4 or solution\$2 or procedure\$2 or plan\$2)) same (launch or (new adj (product\$2 or service\$2))))
44	BRS	S45	10	(marketing adj (strateg\$4 or practice\$2 or procedure\$2)) near4 (database)
45	BRS	S44	4	(updat\$4 or revis\$4) with (marketing adj (strateg\$4 or practice\$2 or procedure\$2)) same (database)
46	BRS	S47	5	((marketing adj (strateg\$4 or practice\$2 or procedure\$2)) with (database)) and ((updat\$4 or revis\$4) near4 (strateg\$4 or practice\$2 or procedure\$2))
47	BRS	S48	1	("2004/0093296").URPN.

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29	BRS	S31	0	(launch adj (practice\$2 or procedure\$2 or strateg\$4 or plan\$2 or routine\$2)).bi. and (new adj product\$2)
30	BRS	S24	2	((shar\$4 or provid\$4 or suppl\$4 or present\$4 or transmit\$4) with (launch near3 (strateg\$4)))
31	BRS	S28	6	(shar\$4 near3 (information)) and (launch adj (practice\$2 or procedure\$2 or strateg\$4 or plan\$2 or routine\$2))
32	BRS	S29	121	(launch adj (practice\$2 or procedure\$2 or strateg\$4 or plan\$2 or routine\$2)).bi.
33	BRS	S21	17	((shar\$4 or provid\$4 or suppl\$4 or present\$4 or transmit\$4) with (practice\$2)) and (launch near4 practice\$2)
34	BRS	S34	52	(launch near3 product\$2) and (launch near3 (activit\$4 or tactic\$2 or decision\$2))
35	BRS	S37	37	((provid\$4 or shar\$4 or present\$4) with (marketing near2 (practice\$2 or strateg\$4 or procedure\$2 or plan\$2))) and (new adj product)
36	BRS	S36	269	(provid\$4 or shar\$4 or present\$4) with (marketing near2 (practice\$2 or strateg\$4 or procedure\$2 or plan\$2))
37	BRS	S41	0	(online same (facilitat\$4 or help\$4 or assist\$) same (marketing near3 (strateg\$4 or solution\$2 or procedure\$2 or plan\$2)) same (launch or (new adj (product\$2 or service\$2))))
38	BRS	S38	20	((provid\$4 or shar\$4 or present\$4) with (marketing near2 (practice\$2 or strateg\$4 or procedure\$2 or plan\$2))) and (new adj product) and (online)

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47	USPAT	2007/04/25 18:38		

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48	BRS	S49	8	((marketing adj (strateg\$4 or practice\$2 or procedure\$2)) with (help\$2 or facilitat\$4 or assist\$4)) and ((updat\$4 or revis\$4) near4 (strateg\$4 or practice\$2 or procedure\$2))
49	BRS	S46	50	(marketing adj (strateg\$4 or practice\$2 or procedure\$2)) with (database)
50	BRS	S50	1	(global adj craftsmanship) and (launch adj process adj model\$2)
51	BRS	S51	2	(launch adj process adj model\$2)
52	BRS	S52	2	"20030105773"

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50	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/27 12:16		
51	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/27 11:46		
52	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	2007/04/27 12:16		

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